ABSTRACT

THESIS: An Examination of Factors Underlying Creativity

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PAGES: 83

This study examined university students to investigate behavioral \((N = 62)\) and neurological \((N = 46)\) correlates of both task creativity and real life creativity. Participants completed 4 tasks, the CRA, the AUT, and two control comparison tasks. A Task-related power paradigm was used to evaluate power in the alpha and gamma bands during creative ideation. Task-related alpha power was found to have different effects between the low and high alpha bands, but full alpha band power was not correlated with task performance after accounting for task difficulty. However, changes in gamma power during task performance distinguished creative tasks from control tasks and provided insight into the cognitive underpinnings of creative thought. Participants also completed the HPS, MIS, Mini-IPIP scales, and CBI to assess personality traits and creative behaviors. A 4-way interaction was found with all four continuous predictors significantly predicting creative behaviors. Implications for creativity research and creative task performance are discussed.